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U.S. Patent and Trademark Office: U.S. DEPARTMENT OF COMMERCE

Applicant Initiated Interview Request Form	
Application No.: 10/806,712	First Named Applicant: Yuko Nishikawa
Examiner: Joshua D. Taylor Art Unit:	Response to Non-
Tentative Participants: (1) Examiner Joshua D. Taylor	(2) Supervisory Patent Examiner Joseph P. Hirl
(3) Thomas F. Lebens	(4) May Lin DeHaan
Proposed Date of Interview: September 23, 2009	Proposed Time: 2:30 p.m. ET AM/PM
Type of Interview Requested:	
(1) Telephonic (2) Personal	(3) Video Conference
Exhibit To Be Shown or Demonstrated: If yes, provide brief description:	YES NO
Issues To Be Discussed	
Issues Claims/ (Rej., Obj., etc) Fig. #s	Prior Discussed Agreed Not Agreed Art dson (US 7386871) in view of
(1) Rej. 35 USC 103(a) 1-8 and 15-20 Ahr	dson (US 7386871) in view of mad (US 6263507) in further v of Shaya (US 2002/0161664)
(2) Rej. 35 USC 103(a) 9-14 Knu Ahi vie	udson (US 7386871) in view of mad (US 6263507) in further w of Shaya (US 2002/016164)
(3)	
(4)	
Continuation Sheet Attached	
Brief Description of Argument to be Presented:	
Please see attached continuation sheet.	
An interview was conducted on the above-identified application on NOTE: This form should be completed by applicant and submitted to the examiner in advance of the interview (see MPEP § 713.01). This application will not be delayed from issue because of applicant's failure to submit a written record of this	
soon as possible.	tatement of the substance of this interview (37 CFR 1.133(b)) as
Man da Dollaan	
Applicant/Applicant's Representative Signature	Examiner/SPE Signature
May Lin DeHaan Typed/Printed Name of Applicant or Representative 42,472	
Registration Number, if applicable	

This collection of information is required by 37 CFR 1.133. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.11 and 1.14. This collection is estimated to take 21 minutes to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.

<u>Applicant Initiated Interview Request Form – Continued - Page 2</u>

Application No.: <u>10/806,712</u>

First Named Applicant: Yuko Nishikawa

Examiner: Joshua D. Taylor

Art Unit: 2426

Brief Description of Argument to be Presented:

Applicant respectfully submits that the cited art does not teach, suggest, motivate or otherwise obviate, "providing at least one smart filter for facilitating determination of a particular one of the discrete selectable items of data, the at least one smart filter providing step comprising providing an enhanced suggestion engine for making at least one recommendation based on at least one parameter selected from a group consisting essentially of a content nature uniqueness, a viewer identification, and a keyword, the at least one smart filter providing step comprising providing each at least one smart filter being customizable for each at least one user, wherein the at least one smart filter simultaneously considers content across a plurality of media, thereby providing a coordinated joint display comprising a plurality of integrated results, the plurality of integrated results comprising an aggregate pool of candidate viewing choices being reducible on a basis of filter selection criteria from at least one element selected from a group consisting essentially of a plurality of different sources and a plurality of different formats[.]"